

REVOLUTION IN CAR DESIGN PREDICTED

W. E. Stalaker Says Movement Is Led by New Pathfinder Models.

By W. E. STALAKER,
Vice-President of the Pathfinder Co.

The motor car industry, like the world at the end of the eighteenth century, is in need of a constructive revolution which, we believe, has been initiated by this year's Pathfinder.

Successful revolutions always reflect a popular want, frequently long felt but unsatisfied, because of the peculiar inability of the public mind to break free from the bonds of convention. That is why we believe that the Pathfinder revolution will be a most successful revolution—it satisfies a popular want.

Members of the automobile engineering profession inform us that in the new Pathfinder with concealed top and concealed spare wheel and tires, entirely new chassis design, 60 inch springs, as well as the most attractive body offered in years and other features, we have an automobile that will mark a real revolution in the motor car world. The evolution of the motor car is rich in unintentional humor, which we believe has now come to an end. We can look back and smile at the many strange motor car creations, but is our own day entirely without its humor? We may recall to mind the first body of the "Stanhope" type, with the dash, from which at one time the designers even forgot to eliminate the whip socket. But to counterbalance this we have the spectacle of the many brilliant designers and captains of the motor car industry allowing the top to be reeled and carried haphazard when not in use, like a mallard off of the toupie.

ROADPLANE MAKES RECORD.

Climbs Toll House Hill, Seven Miles Long, in Second Speed.

"The Apperson Roadplane has been making some records lately out in California," said T. E. Jarrard, vice-president of the Apperson Company, yesterday in the Roadplane booth at the Palace Show.

"Recently Harris Hanahue, the Los Angeles dealer of Apperson Brothers Automobile Company, climbed the famous Toll House Hill at Fresno in an Apperson Roadplane Six with the gears officially sealed in second speed. This hill is seven miles long and in one place rises 1,800 feet in a distance of two miles.

"Three days after that Mrs. Hanahue in the same Apperson Roadplane, in which Clara Torchester established a transcontinental touring record for women, drove the 480 miles between San Francisco and Los Angeles in 23 hours and 25 minutes. Mrs. Hanahue made the trip entirely alone and without a single stop for either tire or motor trouble."

FEW CHANGES IN MARION 34.

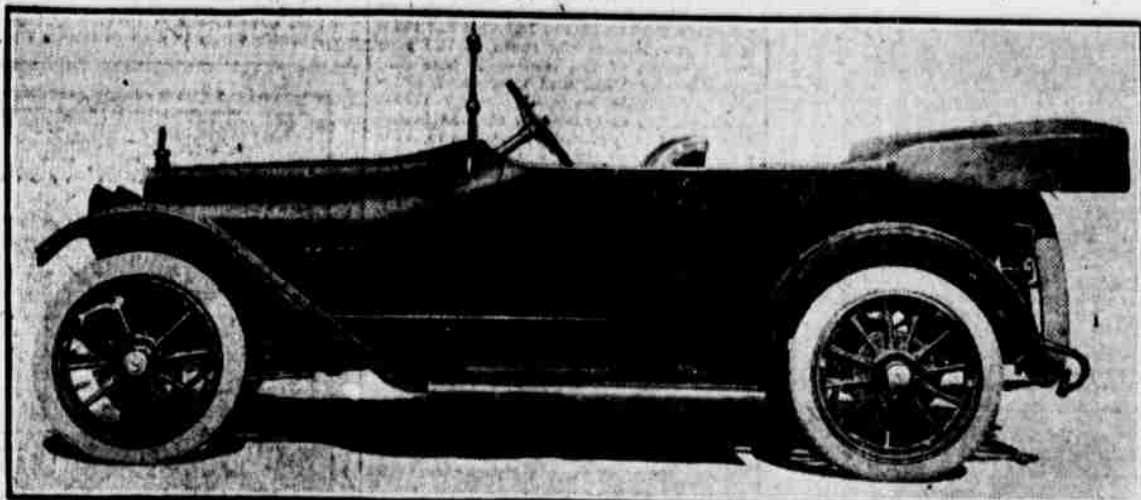
Slight Improvements Made, but No Radical Alterations.

The Marion 34, now a seasoned and "expert proven" motor car, as demonstrated by over 2,500 owners during 1916, will be very slightly changed during the coming year.

Little improvements, of course, are constantly being made, which are desirable to incorporate in such a modern motor car, of which so much is expected. Then, too, the constant experimenting and testing by a corps of engineers is bound to bring changes in cars as the weeks and months of building go by.

Light weight, brought about by scientific design and the extensive use of aluminum in the Marion 34, has had an enormous influence on motor car design. The Marion 34 was the first car of the higher class to cut its weight, approximately 1,100 pounds, by this scientific means, without sacrificing a single point, as over 2,500 Marion 34 owners have proved in its demonstration of power, flexibility, comfort, convenience and strength.

Haynes Touring Model Pleases.



AUBURN RAISES PRICE.

Light Six Advanced \$60 Because of Increased Production Cost.

"On account of the steady increase in the cost of labor and materials, it has

become necessary to either raise the price of the Auburn Light Six or to lower the standard of quality and performance, and Auburn quality will not be lowered," said J. L. Farley, sales manager of the Auburn yesterday.

"We are not taking advantage of the fact that some car manufacturers

are raising their prices \$100 to \$200 and putting the price of the Auburn up by any such figure, however. Our actual increase in costs is known and our modest raise in price of \$60 will practically cover the material advance.

FULL PAGE ADS SELL HAYNES CARS

A. G. Seiberling Says Crowds at Booth Are Unprecedented in Size.

The full page newspaper advertisements for Haynes "Light Sixes" and "Light Twelves," which New York papers are carrying this week have caused no end of favorable comment in motoring circles.

A. G. Seiberling, general manager for the Haynes Automobile Company, is a great believer in the sales value and influence of full page newspaper copy. At the Haynes booth yesterday he stated that he became firmly convinced on this score at the 1916 Chicago Automobile Show.

"We decided to use some pages in Chicago papers at that time. Perhaps I was a little sceptical of such big space at first, but following the appearance of our first page the increase in crowds at our booth and the actual number of orders booked on the spot swept away all

my doubts. The immediate results proved to me that full pages in newspapers are the strongest possible sales making advertisements when the space is properly utilized.

"The illustrations and the copy we are using appeals to me as the best automobile advertising that has come to my notice. We picture our cars faithfully and tell the truth about what they do."

"The crowds which we are drawing this year both to our booth at the Grand Central Palace and to our showrooms at 1715 Broadway are unprecedented. Many are taking advantage of the fact that our prices will increase on February 1 and are placing orders for March, April and May deliveries."

Saxon Makes Rough Trip.

When the Premier Film Corporation wanted a car to make a trip to all the border militia camps, taking films of the guardmen for use in its weeklies, the Saxon Six was selected as an automobile well fitted for the rough country along the Rio Grande. The Saxon, carrying cameras and operators, travelled from San Antonio, Tex., to San Diego, Cal. It visited every outpost on the border, travelling over roads that had never before seen a motor car. And the Saxon made the trip without a single mishap, although it was forced to travel part of the way following heavy rainstorms.

Reached Volcano in High.

Information has been received by the King Motor Car Company from Hilo, Hawaiian Islands, that an eight cylinder King was the first to reach the volcano there in high gear.

WATCH FOR THE

Elgin

AT THE AUTO SHOW



The Hit

of the Automobile Show

The Rauch & Lang Electric exhibit is daily a spot of charm to the limited class who dictate what shall be "Vogue."

The Rauch & Lang exquisite interior appointments, as well as the beauty of its triumphs of coach builders' design, are always impossible to duplicate.

Visitors Crowd Exhibit B 27 Every Day

Such treasures of luxury, combining most practical utility, should be at the beck and call of every person of means.

Demonstration by appointment at

Baker R & L New York Corporation

Rauch & Lang Electric

"The Social Necessity"

At the Show: Show Rooms: Space B 27 17 Central Park West

Your Electric car can be stored, oiled, charged with current, washed, polished and attended, all for \$50 a month, at the Electric Garage, Central Park West and 66th Street. Daily delivery and call, obviating the necessity for a chauffeur, \$1.50 weekly.

Overland

\$105,000,000.00

Our Biggest Year 40% Increase

1916 was the biggest year in Overland history.

We sold approximately 150,000 Overland and Willys-Knight automobiles.

This means a total volume of about \$105,000,000.00.

This is a net gain of better than 40 per cent over 1915.

This is the largest volume of business ever done in one year by any producer of cars now selling above \$400.

Think back a minute and you can better grasp the immensity of this gain.

Eight years ago we shipped during a whole year only 465 cars. And we thought that wasn't so bad.

The company was then worth a little over \$50,000. In those days that sounded pretty large.

Today the company's net assets are more than \$68,000,000.00.

For this year we reach the culmination of our biggest idea—our dream to manufacture a complete line of cars under one executive organization, one factory management, one purchasing unit, one sales force, one group of dealers.

We are the first manufacturers to do it, and we know it to be the one and only plan by which we can continually increase the quality and at the same time decrease the price to you.

Watch us during 1917.

Willys-Overland, Inc.

Broadway at 50th St., New York City

Telephone Circle 1300

Branch, 140th Street and Condit Ave. Tel. Melrose 150 Service Station, 150th St. and Condit Ave. Tel. Melrose 2001 Brooklyn, Fulton St. and Bedford Ave. Tel. Bedford 3800 Service Station 761 Park Place Tel. Decatur 2311 Yonkers, 57 South Broadway Tel. Yonkers 5587 Service Station, 71 Newark, 35-37 Halsey Street Tel. Yonkers 5587 Tel. Mulberry 1545 Tel. Mulberry 2010

The rider's and driver's interest is the big thought behind the

LIBERTY

That's why it drives easiest—rides easiest. That's why it is comfortable, and delivers unequalled motoring service.

Get into one at the Show.

3rd floor